

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

BCom DEGREE EXAMINATION DECEMBER 2023  
(Fourth Semester)

Branch – COMMERCE (RETAIL MARKETING)

RETAIL MANAGEMENT

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

- 1 What does "Retail" refer to in the context of business?
  - (i) Manufacturing of products
  - (ii) Transportation of goods
  - (iii) Import and export of goods
  - (iv) Selling of goods or services to the end consumer
- 2 What is a crucial step in developing a retail strategy?
  - (i) Opening multiple stores at once
  - (ii) Ignoring market research
  - (iii) Identifying target customers and their needs
  - (iv) Avoiding any competition
- 3 In the Gap Model Analysis, which aspect refers to the difference between customer expectations and their actual experiences?
  - (i) Expectations Gap
  - (ii) Service Gap
  - (iii) Delivery Gap
  - (iv) Quality Gap
- 4 What does the term "Organization Structure in Retail" primarily refer to?
  - (i) The physical layout of a retail store
  - (ii) The hierarchical arrangement of roles and responsibilities within a retail company
  - (iii) The pricing strategy used by a retailer
  - (iv) The location of a retail store
- 5 Which of the following is a key aspect of Store Design?
  - (i) Customer segmentation
  - (ii) Visual merchandising
  - (iii) Managing inventory turnover
  - (iv) Optimizing employee schedules

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a State the emergence of retailing in India.  
OR  
b Explain in detail Retail Business Models.
- 7 a Bring out the steps involved in developing a Retail Strategy.  
OR  
b Explain the legal issues in franchising in India.
- 8 a Describe the objectives of Retail Buying.  
OR  
b What is pricing in the retail marketing mix? Explain.

Cont...

- 9 a Narrate in detail Retail Promotion Strategy.  
OR  
b Describe the Organizational Structure of a Retail.
- 10 a Summarize the different types of store layouts.  
OR  
b State the importance of Customer Service.

**SECTION -C (30 Marks)**

Answer ALL questions

ALL questions carry EQUAL Marks (5 x 6 = 30)

- 11 a Classify function of a Retailer.  
OR  
b Analyse the challenges faced by retail development in India.
- 12 a Elucidate the steps involved in choosing a Retail Location.  
OR  
b Identify the factors influencing retail shopper.
- 13 a Assume the steps in Gap model Analysis.  
OR  
b Enumerate the functions of retail suppliers.
- 14 a Categories the important elements of Retail Operation.  
OR  
b Analyse the Steps in Retail Inventory Management.
- 15 a Examine the importance of Store Design.  
OR  
b Discuss about Retail Communication Mix.

Z-Z-Z

END